

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /047 W

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R 100534Z DEC 76

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 9475

INFO AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

UNCLAS CANBERRA 8918

SYDNEY ALSO PASS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, AS, NZ

SUBJ: FY 78 EVENT SCHEDULE

REF: (A) STATE 287467, (B) USDOC 20505 (NOTAL),  
(C) USDOC 20963

1. OPHTHALMOLOGY/DENTISTRY/OPTOMETRY EQUIPMENT THEME  
PROPOSED FOR JULY 1978 NOT ACCEPTABLE IN VIEW OF MARKET  
RESEARCH FINDINGS. PRELIMINARY TALKS WITH PRICE WATER-  
HOUSE ON THE TWO RESEARCH PROJECTS ON MEDICAL EQUIPMENT  
NOW IN PROGRESS, INDICATE THE MARKET FOR OPHTHALMOLOGY/  
DENTISTRY/OPTOMETRY EQUIPMENT IS FAR TOO SMALL TO SUPPORT  
AN EXHIBITION. PRICE WATERHOUSE ALSO ADVISES THAT THE  
MARKET FOR AIDS TO THE HANDICAPPED IS TOO SMALL TO SUPPORT  
AN EXHIBITION. THEY RECOMMEND A SINGLE EXHIBITION ENCOMPASSING  
A BROADER SELECTION OF MEDICAL EQUIPMENT. IN VIEW OF THESE  
FINDINGS, THE TRADE CENTER RECOMMENDS THAT THE HEALTH CARE  
EXHIBITION SCHEDULED FOR SEPTEMBER 1977 BE BROADENED TO INCLUDE  
PRODUCTS RECOMMENDED IN CONTRACT RESEARCH, AND THE  
OPHTHALMOLOGY/DENTISTRY/OPTOMETRY EQUIPMENT THEME BE  
REPLACED BY ONE OF THE ALTERNATE THEMES. ALL OTHER THEMES  
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PROPOSED FOR THE FY 78 SCHEDULE ARE ACCEPTABLE TO ALL

AUSTRALIAN POSTS, BUT TIMING PRESENTS SEVERAL PROBLEMS.

2. TRADE CENTER IS CONCERNED THAT NO EVENTS ARE SCHEDULED FROM JANUARY TO JUNE 1978. PROPOSED FY 78 SCHEDULE ADDED TO EXISTING FY 77 SCHEDULE WOULD RESULT IN EXHIBITIONS BEING HELD EVERY MONTH FROM JULY TO DECEMBER, A SEEMINGLY UNNECESSARY CONCENTRATION. WE RECOMMEND THAT TELECOMMUNICATIONS AND/OR ENERGY SYSTEMS BE MOVED TO FIRST HALF OF CY 1978.

3. FURTHER REASON FOR MOVING TELECOMMUNICATIONS EXHIBITION AND SEMINAR PROPOSED FOR NOVEMBER 1977 MIGHT BE THE DIRECT CONFLICT WHICH APPEARS TO EXIST WITH WORLD TELECOMMUNICATIONS EXPOSITION TO BE HELD IN U.S. OCTOBER 9-15, 1977. EXPOSITION IS PART OF U.S. FOREIGN BUYER PROGRAM. HAS OIM CONSIDERED THIS POSSIBLE CONFLICT AND DETERMINED THERE IS NO PROBLEM?

4. PRINTING AND GRAPHICS TRADE MISSION TO TOKYO, SINGAPORE, AND SYDNEY IN AUGUST 1978 IS ACCEPTABLE. HOWEVER, WE NOTE THAT WITH DELETION OF FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION INITIALLY ANTICIPATED FOR MELBOURNE, THERE ARE NO PROMOTIONAL EVENTS TAKING PLACE OUTSIDE SYDNEY. NOT FULLY GRASPING THE LINK BETWEEN DELETION OF FOOD PROCESSING EVENTS AND DELETION OF AGRIBUSINESS TRADE MISSION EARLIER SCHEDULED FOR SYDNEY AND BRISBANE FOR AUGUST 1977, WOULD LIKE TO PROPOSE INSERTION OF AGRIBUSINESS TRADE MISSION INTO FY 78 PROGRAM. WOULD PROPOSE NOVEMBER 1977 MISSION TO COINCIDE WITH ORANGE, NEW SOUTH WALES AGRICULTURAL SHOW, THE MAJOR AGRICULTURAL EQUIPMENT SHOW IN AUSTRALIA, WITH MISSION TO INCLUDE MELBOURNE, BRISBANE, AND ORANGE (LATTER SUPPORTED BY SYDNEY). WHILE THIS THEME ALSO IS NOT PRESENTLY IN FY 78 CCP, DESIRABILITY OF SHOWING FLAG AT ORANGE SHOW PLUS ENHANCED AGRICULTURAL SALES POTENTIAL WHICH WILL PROBABLY RESULT FROM AUSTRALIAN DEVALUATION SUGGEST DESIRABILITY OF PROMOTION.

5. IS USTC OFFSITE PARTICIPATION IN AIEE SEPTEMBER 1978 NOW DEFINITE? IF SO, USTC SHOULD RESERVE SPACE AS SOON AS POSSIBLE TO GUARANTEE A DESIRABLE PAVILION FOR U.S. EQUIPMENT. PLEASE ADVISE IF USTC SHOULD PROCEED TO MAKE ARRANGEMENTS AND PROVIDE USTC WITH INFORMATION ON NUMBER OF EXHIBITORS

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AND AMOUNT OF SPACE REQUIRED.

6. THE MISSION CONCURS IN FOLLOWING TRADE CENTER PROPOSALS FOR TWO ALTERNATE EXHIBITION THEMES FOR FY 1978 IN ORDER OF PRIORITY: (1) MACHINERY AND EQUIPMENT FOR THE PLASTICS INDUSTRY AND (2) BUILDING SUPPLIES AND HOUSING SYSTEMS. USTC PRELIMINARY INVESTIGATIONS INTO THE MARKET FOR MACHINERY AND EQUIPMENT FOR THE PLASTICS INDUSTRY HAS BEEN SO FAVORABLE

THAT WE BELIEVE THAT THEME IS STRONGER THAN SOME OF THOSE  
PROPOSED IN REF A. A MEMORANDUM ON USTC INVESTIGATIONS WAS  
SENT TO MRS. SILLOWAY, OIM/BIC, DECEMBER 3. BUSINESS  
EQUIPMENT AS AN ALTERNATE THEME FOR FY 1978 AS PROPOSED IN  
REF B IS PROBABLY NOT DESIRABLE IN VIEW OF OVERLAP WITH THE  
DATA COMMUNICATIONS AND RELATED BUSINESS EQUIPMENT THEME  
SCHEDULED FOR JUNE 1978, BUT THE DECISIONS ON THAT IS UP TO  
OIM.  
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